

CLAIMS

Having described my invention, I declare that what I claim is:

1. A television format involving the steps of
 - d) distributing clues defining a situation to be broadcast as a television segment;
 - e) receiving a plurality of presentations showing segments in word, picture or video form, each received segment being based on an interpretation of said clues;
 - f) selecting at least one of said presentations for broadcast.
2. The format of claim 1 including the step of providing a channel for receiving a studio based presentation.
3. The format of claim 1 or claim 2 including the step of providing a channel for receiving a home based presentation.
4. The format of claim 1, claim 2 or claim 3 including the step of providing a channel for receiving a location based presentation.
5. The format of claim 3 or claim 4 and wherein said channel is provided for a predetermined amount of time following distribution of said clues.
6. The format of claim 3, claim 4 or claim 5 and wherein said channel is provided for a predetermined amount of time prior to broadcast or recording for broadcast of said selected segment or a programme of which said segment forms part.
7. The format of claims 3, 4, 5 or 6 wherein said channel is e-mail.
8. The format of claims 3, 4, 5 or 6 wherein said channel is GMS, GPRS or other wireless telephony standard.
9. The format of any of claims 2 to 8 and wherein said channel is per use chargeable.
10. The format of claim 9 wherein said channel is SMS MMS or J2ME or SMS MMS or J2ME enabled.
11. The format of any preceding claim wherein selection of a received segment for broadcast is based on a best fit with the situation defined by the clues.

12. The format of any preceding claim wherein selection of a received segment for broadcast is based on a least best fit with the situation defined by the clues.

13. The format of any preceding claim wherein a selection of a received segment for broadcast is based on a perverse or contrary fit with the situation defined by the clues.

14. The format of any of claims 11, 12 or 13 and wherein selection of a received segment for broadcast is based on a justification of any of the fits of those claims.

15. The format of any of claims 11, 12, 13 or 14 and wherein said selection is competitive.

16. The format of any preceding claim wherein said presentation is a video segment.

17. The format of any of claim 1 to 16 wherein said segment is a still segment.

18. The format of claim 16 or claim 17 wherein said presentation is a feature associated with said segment.

19. The format of claim 18 wherein said presentation is a caption or other associated text.

20. The format of any of claims 16 to 19 wherein said presentation comprises compressed data.

21. The format of claim 20 wherein said data is compressed below broadcast bandwidth.

22. The format of claim 21 wherein data representing a selected segment is re-configured to substantially broadcast bandwidth or replaced with an equivalent segment at substantially broadcast bandwidth.

23. The format of any preceding claim wherein said clues are distributed by a supporting website.

24. The format of claim 23 wherein said website includes downloadable or extended presentations or presentations not forming part of a broadcast.

25. A method of doing business including the steps of generating revenue from contestant submission of programme material to be broadcast.

26. A method of configuring video data to be broadcast including the steps of collection said data at a remote site, transmitting said data in a compressed format in accordance with a first standard to a programme creation

suite, using said data to create a programme segment, and broadcasting said data in accordance with a second standard.

27. A method as claimed in claim 26 wherein said step of data collection is performed with a handheld communication device, such as a video capable, mobile telephone.

28. A method of providing an assemblage of programme material based on content collection as claimed in any preceding claim.

29. A method as claimed in claim 28 and wherein content is verified as matching transmitted content or content to be submitted or an artefact to be discovered.

30. A method as claimed in claim 29 wherein a verification code is issued for acceptable content.

31. A method as claimed in claim 30 wherein transmission of said code is equivalent to transmission of the content itself.

32. A method of assembling programme material involving the steps of

- g) distributing clues defining or alluding to content to be broadcast as a television segment or assembled for that potential purpose;
- h) receiving a plurality of content presentations, received content being based on an interpretation of said clues; and
- i) forming said received content into an assemblage of material for broadcast.

33. The method of claim 32 include the step of selecting at least one of said presentations for broadcast.

34. A method of receiving programme content as claimed in any preceding claims including the step of collecting data regarding content submitters including personal; equipment or content type.

35. A method as claimed in claim 34 including the step of analysing said data for statistical trends therein.

36. A method as claimed in claim 34 or 35 including analysing for distribution of equipment or submitted or verified artefacts.

37. A method as claimed in any of claims 34 to 36 including the step of using said data for targeted marketing or other selective communication.